**Sociocultural level of analysis**

**General learning outcomes**

• Outline principles that define the sociocultural level of analysis and explain how principles that define the sociocultural level of analysis may be demonstrated in research (that is, theories and/or studies). **May (TZ2) ’12 SAQ**

• Discuss how and why particular research methods are used at the sociocultural level of analysis.

**May (TZ1) ’12 SAQ**

• Discuss ethical considerations related to research studies at the sociocultural level of analysis.

**Sociocultural cognition**

• Describe the role of situational and dispositional factors in explaining behaviour.

• Discuss two errors in attributions. **May (TZ1) ’11 SAQ**

• Evaluate social identity theory, making reference to relevant studies.

**Nov ’11 ERQ, May (TZ2) ’13 ERQ**

• Explain the formation of stereotypes and their effect on behaviour. **May (TZ2) ’11 ERQ**

**Social norms**

• Explain social learning theory, making reference to two relevant studies. **Nov ’11 SAQ**

• Discuss the use of compliance techniques. **May (TZ1) ’12 ERQ**

• Evaluate research on conformity to group norms. **May (TZ2) ’12 ERQ**

• Discuss factors influencing conformit*y*. **May (TZ1) ’11 ERQ, May (TZ2) ’11 ERQ**

**Cultural norms**

• Define the terms “culture” and “cultural norms”.

• Examine the role of two cultural dimensions on behaviour. **May (TZ2) ’13 SAQ**

• Using one or more examples, explain “emic” and “etic” concepts.